

## ABSTRACT

***Adi Nugraha, 201002048. The Effect of Halal Labeling, Price, and Endorsment to Consumer Purchase Decisions (Case Study of Oitwo Bakery Tasikmalaya). 2024.***

*This study aims to determine the simultaneous and partial influence of Halal Labeling, Price, and Endorsement on Consumer Purchase Decisions (Case Study of Oitwo Bakery Tasikmalaya). This research method uses an associative method with a quantitative approach. The respondents in this study are 100 Oitwo Bakery Tasikmalaya consumers. The type of data used is primary data obtained through questionnaires and secondary data obtained through Oitwo Bakery Tasikmalaya documents. The data testing techniques used in this study used validity tests, reliability tests and classical assumption tests. The data analysis used was multiple regression analysis using SPSS version 25 software. The data collection technique uses literature, interviews, and questionnaires. The results of the study show that Halal Labeling, Price, and Endorsement simultaneously have a significant effect on Consumer Purchase Decisions. Halal labeling partially has a significant effect on Consumer Purchase Decisions. Price partially has a significant effect on Consumer Purchase Decisions. Partial endorsement has a significant effect on consumer purchasing decisions.*

***Keywords: Halal Labeling, Price, Endorsment, Purchase Decision***